Getting Edgy:
The journey of Web 2.0 as an engagement tool

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Provide online spaces to support social networking

- **Federated search –** published/unpublished, digital collections and commercial databases. Tagging, rating, review opportunities
- **Share content –** Flickr, Wikipedia, YouTube
- **RSS feeds** – new books, website content
- **Social spaces** – explore Facebook, MySpace, Second Life

Blogs – Summer Reading Club, Queensland History

Webcasts – Public Programs

Tag clouds – Catalogue search transactions

Implement ongoing training opportunities for staff in new technology

http://slqlibrary2.wetpaint.com/

Facebook Google Book Search **Twitter** Wikis **Blogs** Alerts **Skype** RSS/Aggregators **iTunes** **Flickr** Digg **LibraryThing** Ebay **Kindle** Sony Reader **MySpace** Instant messaging **Google Earth** Del.icio.us **Second Life** OpenLibrary **World of Warcraft**

Emerging media
Online poll – staff evaluation

- **90% participated (attendance/viewing of wiki)**
- **88% explored one or more technologies identified**
- **98% requested continuation of the sessions.**

slq state library of queensland

The Edge Redevelopment

The Edge …. position

Programming philosophy and values

Child and Young People-centred

Programming activities within *The Edge* will adopt young people-centered philosophies, and practices. Programming at *The Edge* will:

- Be grounded in the issues, interests and developmental needs of young people aged to 25 years.
- Adopt processes for the meaningful engagement of young people.
- Implement measures to ensure that partnerships with freelance artists and arts organisations, government departments and agencies and other corporate organisations support this philosophy and practice.

Edgy Engagement

Purpose of Edgy Engagement

- **To provide an opportunity for young people and other stakeholders to input into the creation of The Edge**

Consultation methodology

- Edgy Advisors
- Edgy Partners
- Edgy Think Tank
- Edgy Interviews
- Edgy Web 2.0

Edgy Web 2.0 Purpose

- Young people as co-creators of the new space through opinions, photographs, film and drawings
- Ongoing engagement and communication tool as the project progresses
- Trialing and evaluating web 2.0 approaches to inform delivery of The Edge and SLQ more broadly

Web 2.0 Tools

- Wiki
- Myspace
- Facebook
- Flickr
- Youtube
- Bebo
- Second Life

Edgy Web 2.0

- www.theedgewiki.slq.qld.gov.au
- www.myspace.com/slq_the_edge

Strengths

- Increase opportunities for engagement with target audiences
- Direct line of communication and co-creation with young people
- Generation of interest in The Edge before it opens
- Adjustable interface
- Ongoing - in your time, in your space
- Text, video and photographs in the one place
- Many young people are very web 2.0 savvy

Limitations

- Some young people do not access web 2.0
  - Parents
  - Access to appropriate hardware
  - Unfamiliar with the technology
  - Not interested
- Without interest from young people it becomes another stagnant 'website'
- Exposure and loss of some control
- Legal risks and ownership of product

What has worked for us

- Edgy Web 2.0 closely aligned with other core aspects of the Edgy engagement methodology
- Building strong ownership with a core group of young people
- Positive working relationships between SLQ and the consultant
- 'Give it a go' attitude coupled with a commitment to monitoring and evaluation

Unexpected outcomes

- Opportunity to inform key decision makers about the ideas, thoughts and opinions of young people
  - Direct quotes
  - Film
  - Photographs
- Builds people's heart connection and commitment. It's not all about the mind
- Demonstrating use of new and emerging technology in line The Edge vibe

Our next steps

- Promotion through existing networks
  - Postcards to previous workshop participants
  - Online
  - Edgy Advisors spamming friends
  - Working with parents
- Trialing the use of Second Life and Teen Second Life in partnership with Smart Service Queensland
- Ongoing monitoring and evaluation
- Sharing our findings and learnings

Thank you!

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